

and Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1           1. (currently amended) A method of displaying a targeted advertisement  
2           dynamically along with an electronic program guide in response to user navigation in a  
3           video apparatus, comprising the steps of:  
4           receiving a plurality of advertisements, each advertisement having a descriptor  
5           indicating at least one associated program in the electronic program guide (504);  
6           storing the received advertisements (504);  
7           ~~monitoring highlighting of one of a plurality of programs by a user in the~~  
8           ~~electronic program guide (405); and~~  
9           ~~displaying an a corresponding advertisement selected from said plurality of~~  
10          ~~advertisements in response to the user highlighting one of the plurality of programs in~~  
11          ~~the electronic program guide, displaying a stored advertisement, the at least one~~  
12          associated program of which includes the highlighted program (406;407).

1           2. (currently amended) The method of claim 1 wherein the descriptor includes  
2           ~~further comprising the step of receiving a channel descriptor for a respective~~  
3           ~~advertisement.~~

1           3. (original) The method of claim 2 wherein the displaying step displays the  
2           corresponding advertisement if the associated channel descriptor matches the channel  
3           highlighted by the user in the electronic program guide.

1           4. (currently amended) The method of claim 3 wherein the descriptor includes  
2           ~~further comprising the step of receiving a time descriptor.~~

- 1           5. (original) The method of claim 4 wherein the displaying step displays the
- 2   corresponding advertisement if the associated channel descriptor matches the channel
- 3   highlighted by the user in the electronic program guide and the time descriptor matches
- 4   a current time..